

I. AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application, using strikethrough for deletions and underlining for additions:

1-5 and 6-14 (Cancelled).

15. (Currently Amended) A data processing method for ~~method of sustaining the~~
~~environment by using the Internet and~~ converting vehicle environmental performance data
into meaningful and readily understandable information for use by consumers as an aid in
their selection of a vehicle for purchase and by vehicle manufacturers to facilitate awareness
and consideration of their vehicles through advertising, ~~that is useful both to consumers in~~
~~their vehicle purchasing decisions, and to manufacturers in enhancing marketing of vehicles~~
~~for sale to said consumers,~~ said method comprising the steps of:

- obtaining said vehicle environmental performance data;
- identifying vehicles by vehicle manufacturers, brands, and models;
- identifying said vehicle models by vehicle configurations;
- establishing vehicle utility classes for said vehicles;
- grouping said vehicle models into said vehicle utility classes to allow
evaluation of environmental performance of said vehicle models by said vehicle utility
classes;
- developing forecasts of sales of said vehicle configurations ~~by at least one of~~
~~the following steps:~~
 - ~~obtaining said forecasts from said vehicle manufacturers; and~~
 - ~~estimating said forecasts;~~
 - identifying vehicle environmental performance data components;

obtaining environmental performance values for said environmental performance data components by said vehicle configurations;

developing environmental performance scores for said vehicle models by sales-weighting said environmental performance values of said environmental data components by said forecasts of sales;

ranking said vehicles by comparing said environmental performance scores of said vehicle models in said vehicle utility classes to identify top performers of said vehicle models in said vehicle utility classes;

~~presenting awards to manufacturers of said top performers for enhancing marketing of said vehicles of said manufacturers;~~

establishing an Internet web site; and

using said Internet web site to communicate said top performers awards to aid said consumers in ~~for~~ their vehicle purchasing decisions.

16. (Currently Amended) The method of claim 15, further comprising the step of:

further developing said environmental performance scores by component-weighting said environmental performance scores by said environmental performance data components according to at least one of life cycle analysis results and a judgment of the severity of environmental impacts of said environmental performance data components.

17. (Currently Amended) The method of claim 15, further comprising the step of:

licensing use of at least one of a list of said top performers, a logo, and an award ~~said awards~~ to at least one of said manufacturers.

18. (Previously Presented) The method of claim 15, further comprising the step of:

ranking said vehicles by comparing said environmental performance scores of said vehicle models to identify top performers of said vehicle brands.

19. (Previously Presented) The method of claim 18, further comprising the step of:

ranking said vehicles by comparing said environmental performance scores of said vehicle models to identify top performers of said vehicle manufacturers.

20. (Previously Presented) The method of claim 15 wherein said ranking said vehicles step includes said top performers being a predetermined top percentile of said vehicle models by said vehicle utility classes.

21. (Previously Presented) The method of claim 20 further comprising the step of:

presenting awards to manufacturers of said predetermined top percentile of said vehicle models.

22. (Previously Presented) The method of claim 20 wherein said ranking step includes said top percentile being a top quartile of said vehicle models by said vehicle utility classes.

23. (Previously Presented) The method of claim 20 wherein said ranking step includes said top percentile being the best of said vehicle models, in environmental performance, by said vehicle utility classes.

24. (Previously Presented) The method of claim 15 wherein said grouping step includes said vehicle utility classes including car classes and light truck classes.

25. (Previously Presented) The method of claim 24 wherein said car classes include subcompact, compact, mid-size, full-size, premium, luxury, and sports car, and further wherein said light truck classes include minivan, full-size van, compact pickup, full-size pickup, compact sport utility vehicle, mid-size sport utility vehicle, and full-size sport utility vehicle.

26. (Previously Presented) The method of claim 15 wherein said step of identifying vehicle environmental performance data components includes identifying a fuel consumption component that is convertible to a miles-per-gallon equivalency component for electric vehicles using a watt-hours of energy per gallon of fuel conversion factor.

27. (Previously Presented) The method of claim 15 wherein said step of identifying vehicle environmental performance data components includes identifying a solid waste and material consumption component, and further wherein said step of obtaining environmental performance values includes obtaining recycled content values.

28. (Previously Presented) The method of claim 27, further comprising the step of:
verifying the accuracy of at least a portion of said vehicle environmental performance data using an independent auditor to audit said at least a portion of said vehicle environmental performance data.

29. (Previously Presented) The method of claim 15, further comprising the step of:
verifying the accuracy of at least a portion of said vehicle environmental performance data using an independent auditor to audit said at least a portion of said vehicle environmental performance data.

30. (Previously Presented) The method of claim 27 wherein said step of obtaining recycled content values includes obtaining recycled content in weight values of given vehicle configurations by multiplying recycled content percentages of said given vehicle configurations by curb weights of said given vehicle configurations.

31. (Previously Presented) The method of claim 30 wherein said step of weighting said environmental performance values includes multiplying said weight values of said given vehicle configurations by percentages of sales of said vehicle models that said given vehicle configurations represent.

32. (Currently Amended) The method of claim 31 further comprising the step of:
further weighting said environmental performance scores by said
environmental performance data components according to at least one of life cycle analysis results and a judgment of the severity of environmental impacts of said environmental performance data components, wherein said solid waste and material consumption component is weighted at about ten percent of said scores.

33. (Previously Presented) The method of claim 15 wherein said step of obtaining environmental performance values includes obtaining certification values from government air pollution certification values.

34. (Currently Amended) The method of claim 33 wherein said step of identifying vehicle environmental performance data components includes identifying an air pollution component and said method further comprises the step of further weighting said

environmental performance scores by said environmental performance data components according to life cycle analysis results and a judgment of the severity of environmental impacts of said environmental performance data components, wherein said air pollution component represents about fifty percent of said scores.

35. (Previously Presented) The method of claim 34 wherein said air pollution component is component-weighted by substantially equal parts of photochemical pollutants and toxicant pollutants.

36. (Previously Presented) The method of claim 35 wherein said photochemical pollutants are weighted by substantially equal parts of NO_x and NMHC and said toxicants are weighted by substantially equal parts of CO and particulate matter.

37. (Previously Presented) The method of claim 33 wherein the percentage of sales that each vehicle configuration represents within its respective vehicle model is multiplied by a certification value for said each vehicle configuration.

38. (Previously Presented) The method of claim 15 wherein said step of obtaining environmental performance values includes obtaining miles-per-gallon values from government data.

39. (Currently Amended) The method of claim 38 wherein said step of identifying vehicle environmental performance data components includes identifying a fuel consumption component and said method further comprises the step of further weighting said environmental performance scores by said environmental performance data components

according to at least one of life cycle analysis results and a judgment of the severity of environmental impacts of said environmental performance data components, wherein said fuel consumption component is weighted at about forty percent of said scores.

40. (Previously Presented) The method of claim 38 wherein said fuel consumption component is calculated by multiplying the percentage of sales that each vehicle configuration represents within its respective vehicle model by a miles-per-gallon value for said each vehicle configuration.

41. (Currently Amended) The method of claim 40 wherein said fuel consumption component is further calculated according to the following:

$$(1/M_1 - 1/M_X) / (1/M_1 - 1/M_2);$$

where

M_1 = lowest vehicle configuration mileage in all vehicle utility classes

M_X = sales-weighted mileage of the vehicle model

M_2 = highest vehicle configuration mileage in all vehicle utility

classes.

42. (Previously Presented) The method of claim 15 wherein said step of obtaining said vehicle environmental performance data involves obtaining said data from at least one of a government source and a manufacturer source.

43. (Previously Presented) The method of claim 15 wherein said step of developing forecasts of sales involves developing said forecasts substantially concurrently with a beginning of a vehicle model year.

44. (Previously Presented) The method of claim 15 wherein said communicating step involves using the Internet to freely communicate said results.

45. (Currently Amended) A data processing method for ~~method of sustaining the environment by using the Internet and by~~ converting environmental performance data into meaningful and readily understandable information for use by consumers as an aid in their selection of a product or service for purchase and by businesses to facilitate awareness and consideration of their products or services through advertising, that is useful both to consumers in their product or service purchasing decisions, and to manufacturers in enhancing marketing of products or services for sale to said consumers, said method comprising the steps of:

- obtaining said environmental performance data;
- identifying products or services by business entities, brands, and models;
- identifying said models by configurations;
- establishing utility classes for said products or services;
- grouping said models into said utility classes to allow evaluation of environmental performance of said models by said utility classes;
- developing forecasts of sales of said configurations ~~by at least one of the following steps:~~

- ~~obtaining said forecasts from said business entities; and~~
- ~~estimating said forecasts;~~
- identifying environmental performance data components;
- obtaining environmental performance values for said environmental performance data components by said configurations;

developing environmental performance scores for said models by sales-weighting said environmental performance values of said environmental data components by said forecasts of sales;

ranking said products or services by comparing said environmental performance scores of said models in said utility classes to identify top performers of said models in said utility classes;

~~presenting awards to business entities of said top performers for enhancing marketing of said products or services of said business entities;~~

establishing an Internet web site; and

using said Internet web site to communicate said top performers awards to aid said consumers in ~~for~~ their purchasing decisions.

46. (Currently Amended) The method of claim 45 ~~45~~, further comprising the step of:
further developing said environmental performance scores by component-weighting said environmental performance scores by said environmental performance data components according to at least one of life cycle analysis results and a judgment of the severity of environmental impacts of said environmental performance data components.

47. (Currently Amended) The method of claim 45 ~~45~~, further comprising the step of:
licensing use of at least one of a list of said top performers, a logo, and an award ~~said awards~~ to said business entities.

48. (Currently Amended) The method of claim 45 ~~45~~, further comprising the step of:
ranking said products or services by comparing said environmental performance scores of said models to identify top performers of said brands.

49. (Currently Amended) The method of claim 48 ~~48~~, further comprising the step of:
ranking said products or services by comparing said environmental performance scores of said models to identify top performers of said business entities.

50. (Currently Amended) The method of claim 45 ~~45~~ wherein said ranking said products or services step includes said top performers being a predetermined top percentile of said models by said utility classes.

51. (Currently Amended) The method of claim 50 ~~20~~ further comprising the step of:
presenting awards to business entities of said predetermined top percentile of
said models.

52. (Currently Amended) The method of claim 50 ~~20~~ wherein said ranking step includes
said top percentile being a top quartile of said models by said utility classes.

53. (Currently Amended) The method of claim 50 ~~20~~ wherein said ranking step includes
said top percentile being the best of said models, in environmental performance, by said
utility classes.

54. (Previously Presented) The method of claim 45, further comprising the step of:
verifying the accuracy of at least a portion of said environmental performance
data using an independent auditor to audit said at least a portion of said environmental
performance data.

55. (Previously Presented) The method of claim 45 wherein said step of obtaining said
environmental performance data involves obtaining said data from at least one of a
government source and a business entity source.

56. (Previously Presented) The method of claim 45 wherein said step of developing
forecasts of sales involves developing said forecasts substantially concurrently with a
beginning of a product or service model year.

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SUPPLEMENTAL AMENDMENT

57. (Previously Presented) The method of claim 45 wherein said communicating step involves using the Internet to freely communicate said results.